

January 25, 2008



1. Our User-Driven Research & Design Process

- 1. Our User-Driven Research & Design Process
- 2. Resulting Guiding Principles for Site Design

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- 2. Resulting Guiding Principles for Site Design
- 3. Sneak Preview of America Supports You. Mil Version 2.0

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- 4. How We Can Make this a Success

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- 2. Resulting Guiding Principles for Site Design
- 3. Sneak Preview of America Supports You. Mil Version 2.0
- 4. How We Can Make this a Success
- 5. Q & A

1.Our Process



1. Research Internet Trends



1. Research Internet Trends



2. Homefront Group Interviews



1. Research Internet Trends



2. Homefront Group Interviews



3. Military Family Interviews



1. Research Internet Trends



2. Homefront Group Interviews



3. Military Family Interviews



4. Service Member Interviews



1. Research Internet Trends



2. Homefront Group Interviews



3. Military Family Interviews



4. Service Member Interviews



5. Corporate Supporter Interviews







1. Research Internet Trends



2. Homefront Group Interviews



3. Military Family Interviews



4. Service Member Interviews



5. Corporate Supporter Interviews







6. Day-in-the-life Camera Studies



2. Guiding Principles



Enhance Your Efforts



Enhance Your Efforts



Connect With Support



Enhance Your Efforts



Connect With Support



Increase Participation







Easy for Everybody



Easy for Everybody



Looks Approachable



Easy for Everybody



Looks Approachable



Engaging



3. Sneak Preview



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See What's Happening In Your Area directly from the homepage by entering your zip code



Exhibit a thriving community by generating awareness of events in the ASY community



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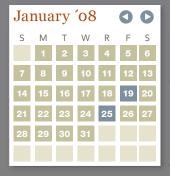
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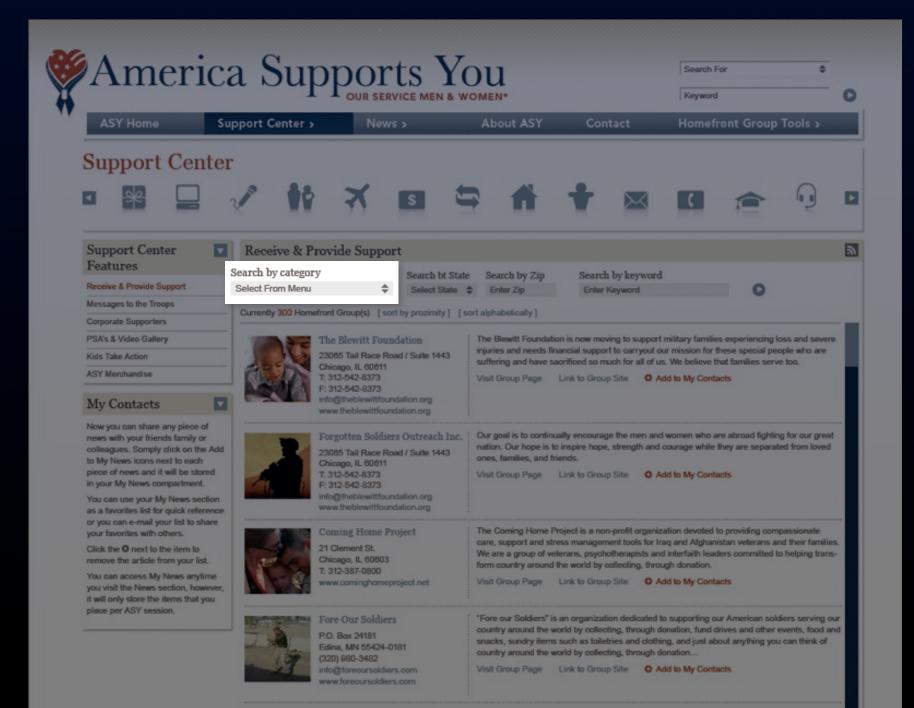
The Support Center provides users with an intuitive means to search for Homefront Groups.



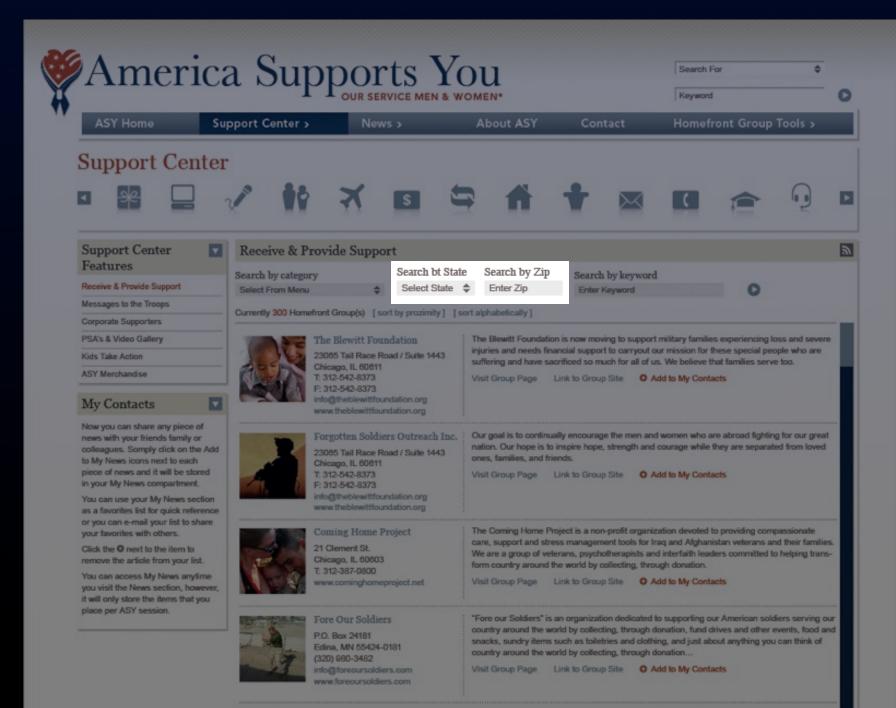
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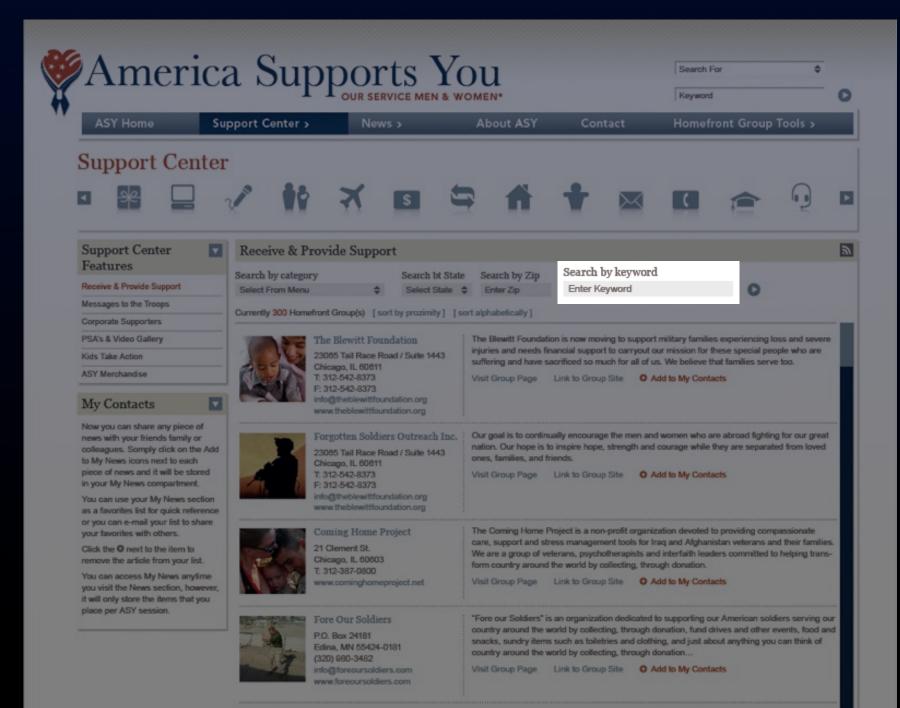
Quickly & intuitively connect users to the right Homefront Group that fits their needs.



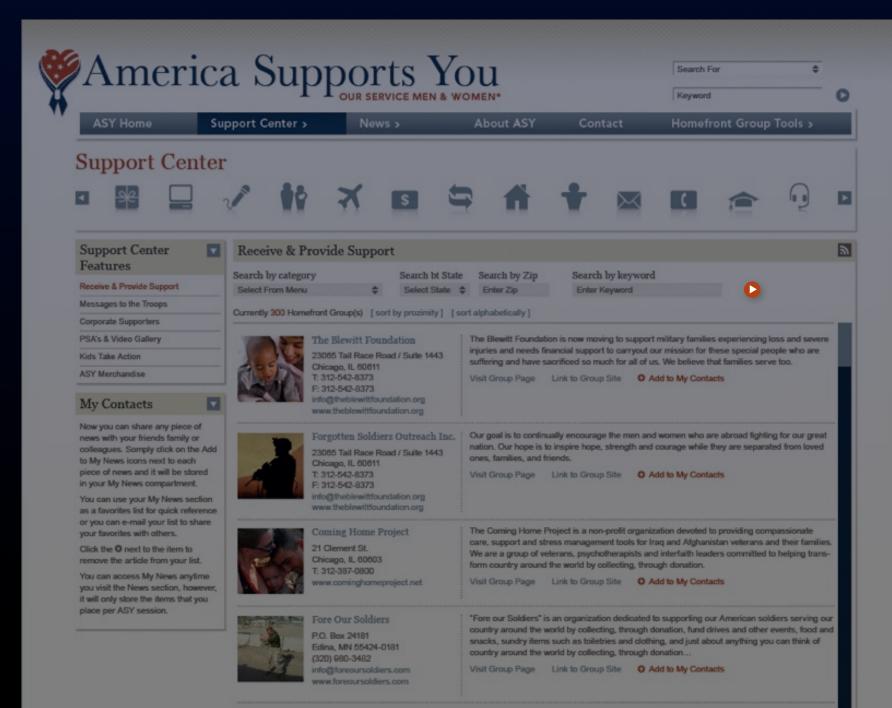
Users are able to filter results by category, location, or even by keyword.



Users are able to filter results by category, location, or even by keyword.



Users are able to filter results by category, location, or even by keyword.



Users can create a contact list to find other Homefront Groups and support.



What's Happening In Your Area

See What's Happening In Your Area directly from the homepage by entering your zip code



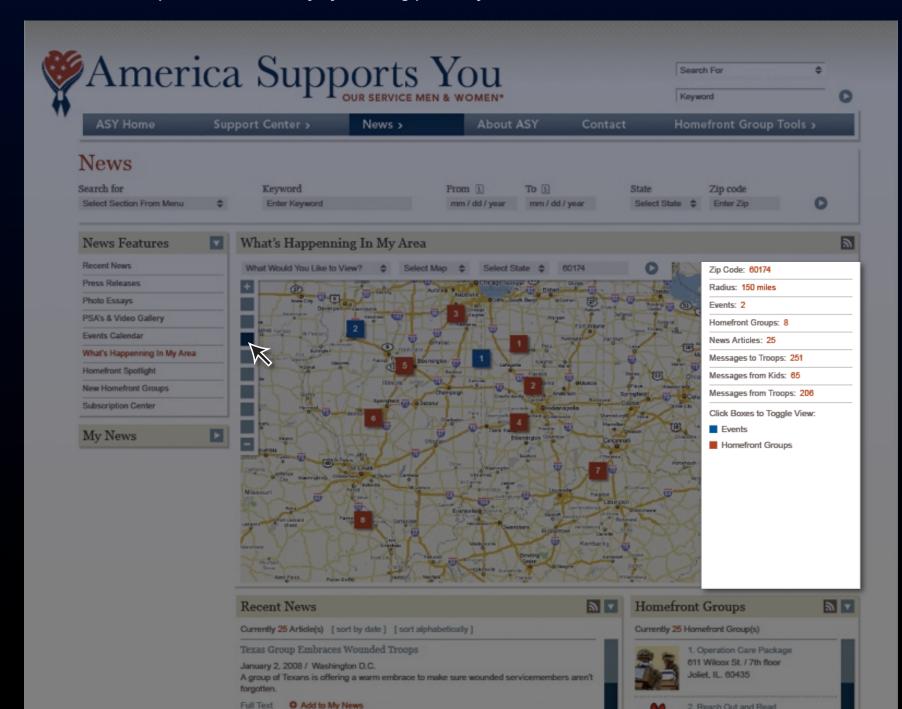
The Interactive Homefront Group & Event Map connects users to others around them.



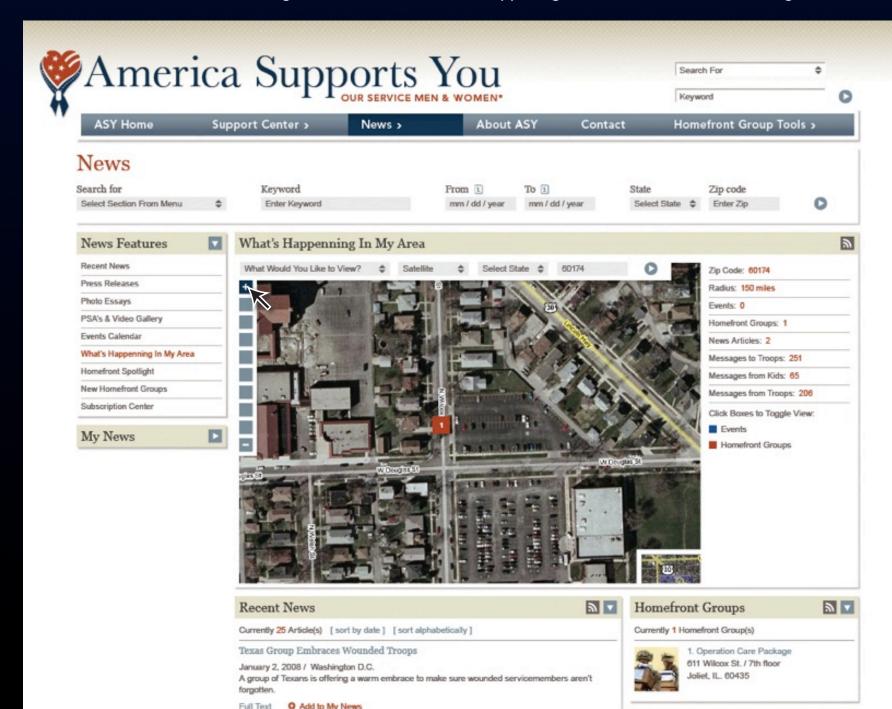
Users can check up on their community by receiving proximity defined information.



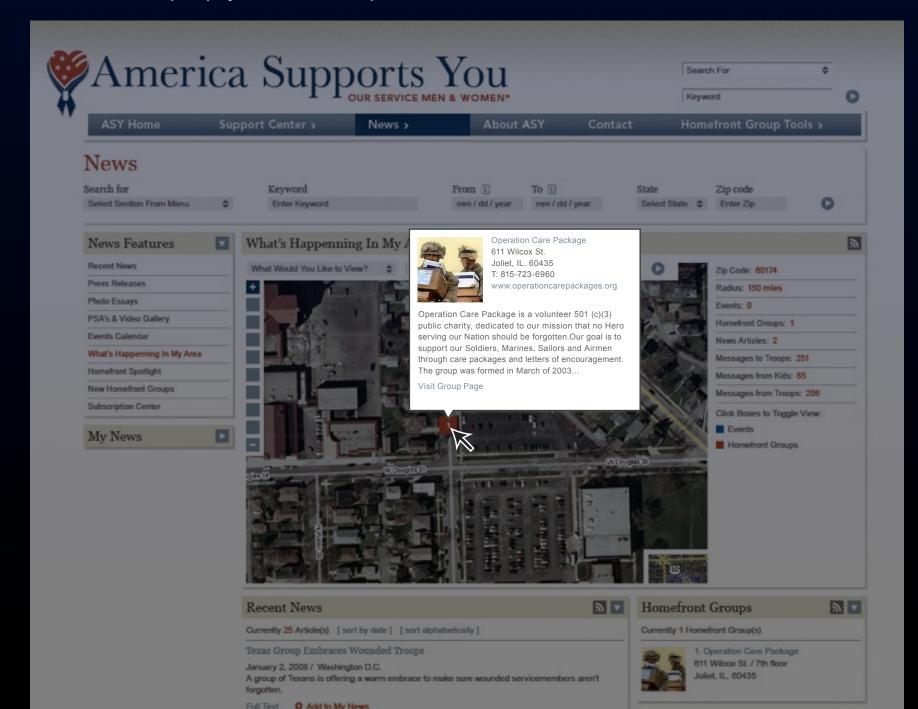
Users can check up on their community by receiving proximity defined information.



Users can even zoom into their neighborhoods to see what is happening in their immediate surroundings.



The interactive map displays Homefront Groups, Events & articles in the defined area.



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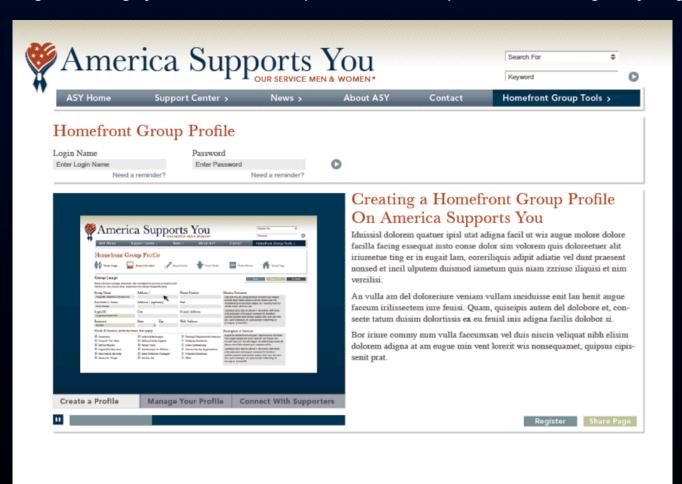
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Login to manage your Homefront Group Profile or take a quick tutorial and register your group.



Intuitive administration systems for Homefront Groups allow them to edit & update their public-facing information.



Intuitive administration systems for Homefront Groups allow them to edit & update their public-facing information.



Homefront Group Profiles generate a templated group page that users can view.



Forgotten Soldier's Outreach Inc.



Contact

120 S. State St. Seventh Floor Chicago, IL 60603

T: 312.727.0027 F: 312.727.0028

www.forgottensoldiers.org

Mission Statement

The purpose of The Forgotten Soldiers Outreach is to send care packages and letters of encouragement to our deployed soldiers. Unfortunately, many military personnel who are fighting for our freedoms go through many great struggles and get emotionally depressed. Being away from family, friends and loved ones can take its toll on a soldier, especially when the communication can be difficult and/or lessduring high war times.

Even though the media coverage of the soldiers in Iraq is no longer at the intensity as it was earlier this year, we need not forget that our brothers, sisters, mothers, fathers, sons and daughters are still fighting. We need to let them know "they are not forgotten".

Photo Gallery











1 of 1 (3 (5)



Profile

Profile Created: 12/27/2008

Members: 15

Scheduled Events: 25 Goods & Sercyices:

Computers

Letters & Messages Veteran Services Veteran Organizations Housing for troops

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	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Event no.1

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Chicago, IL 60603

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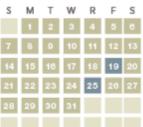
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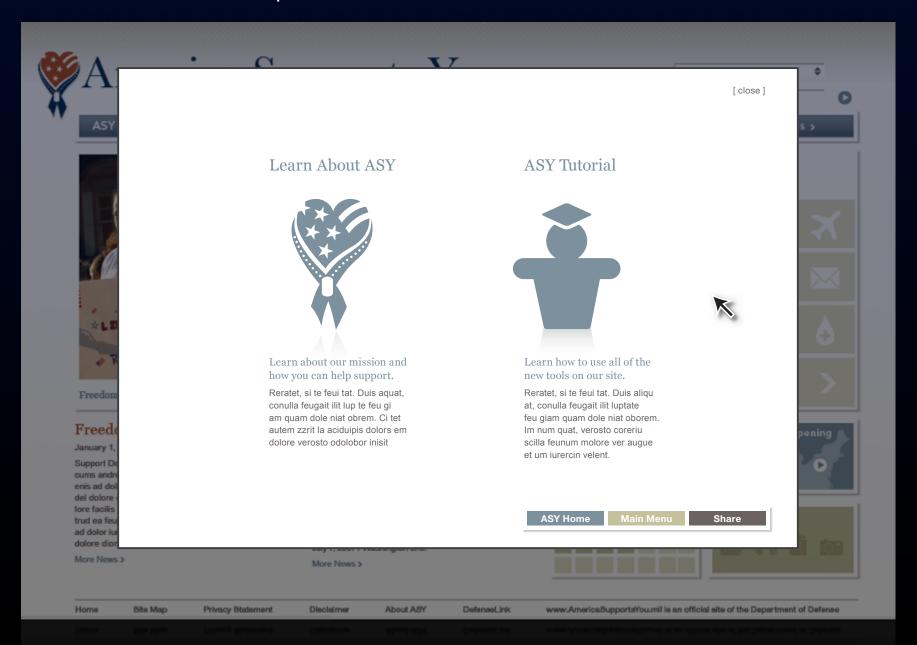
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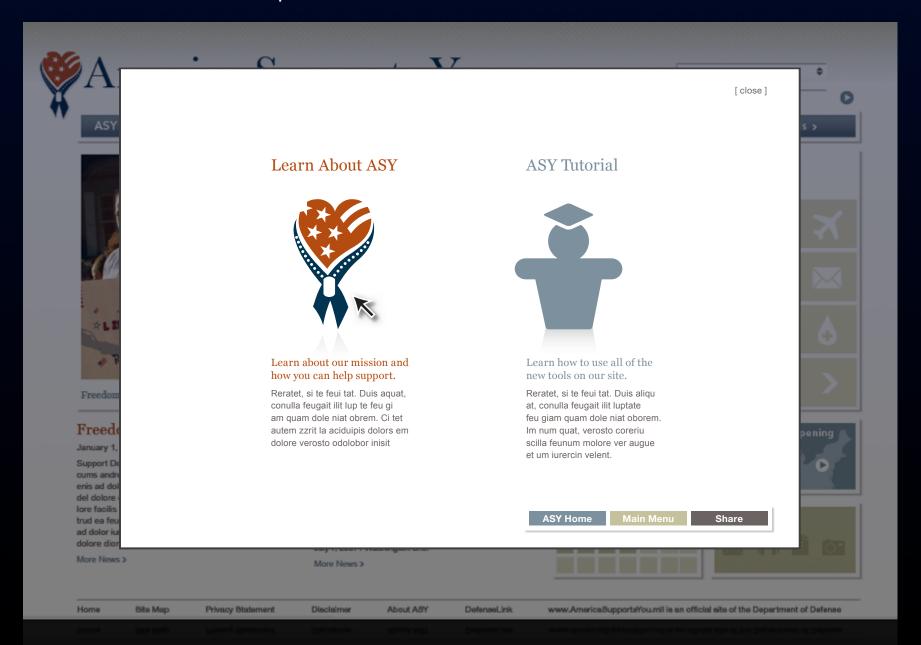
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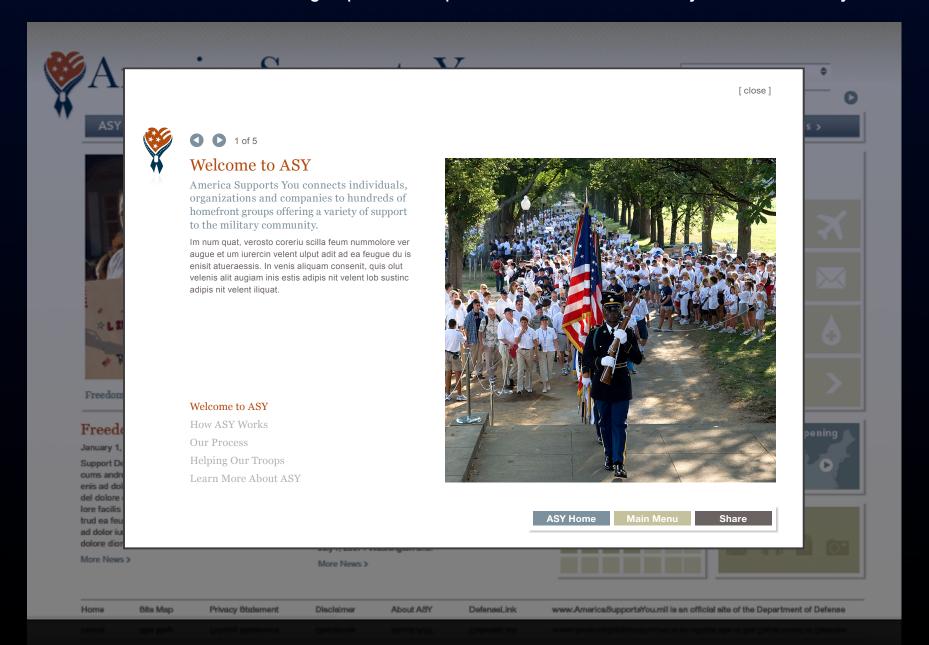
About ASY offers an illustrated explanation of who ASY is as well as a tutorial on how to use the new site.



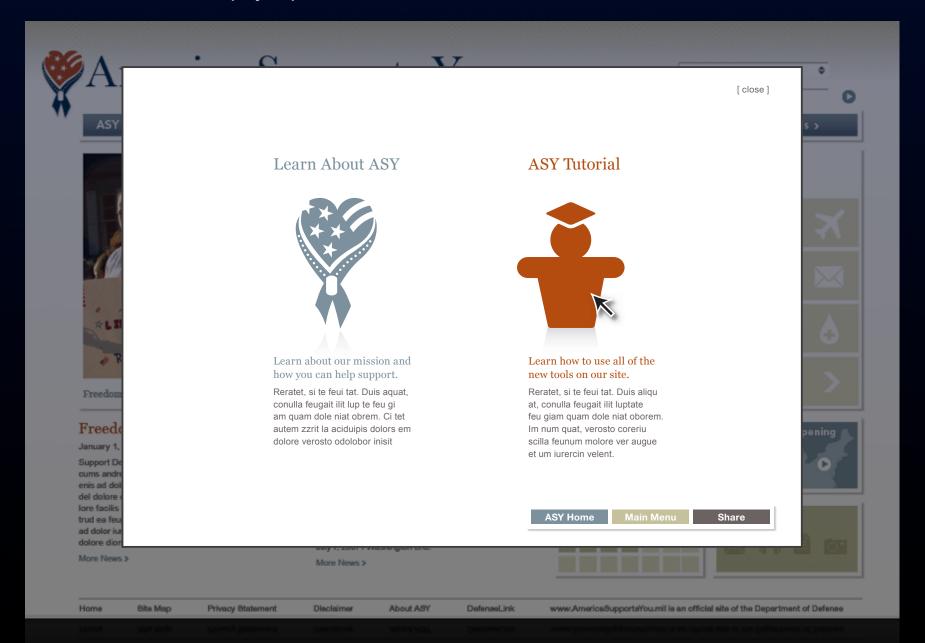
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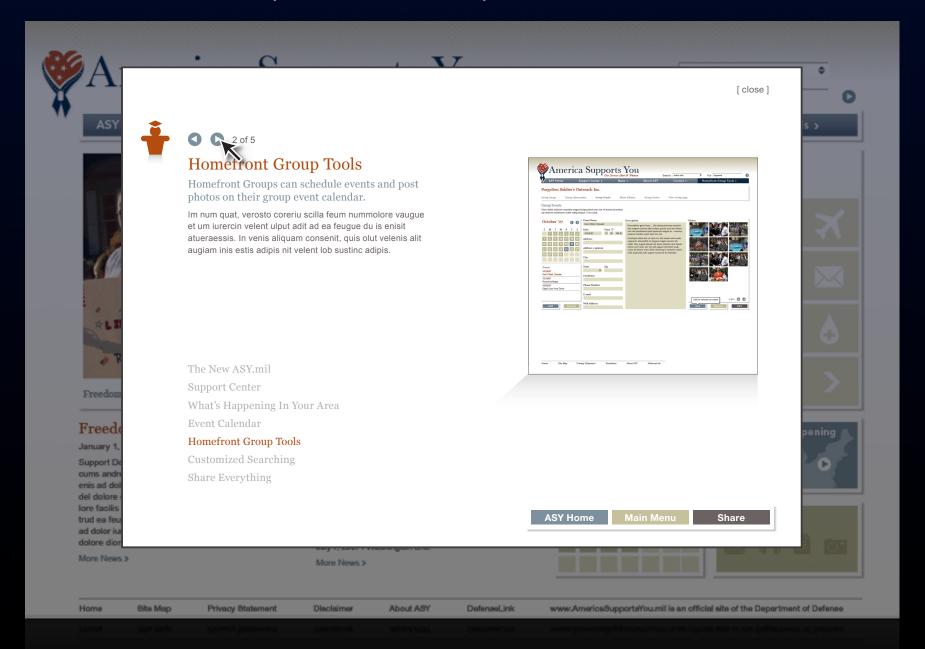
Learn About ASY takes the user through a photo-rich explanation of who ASY is, how they work and what they do.



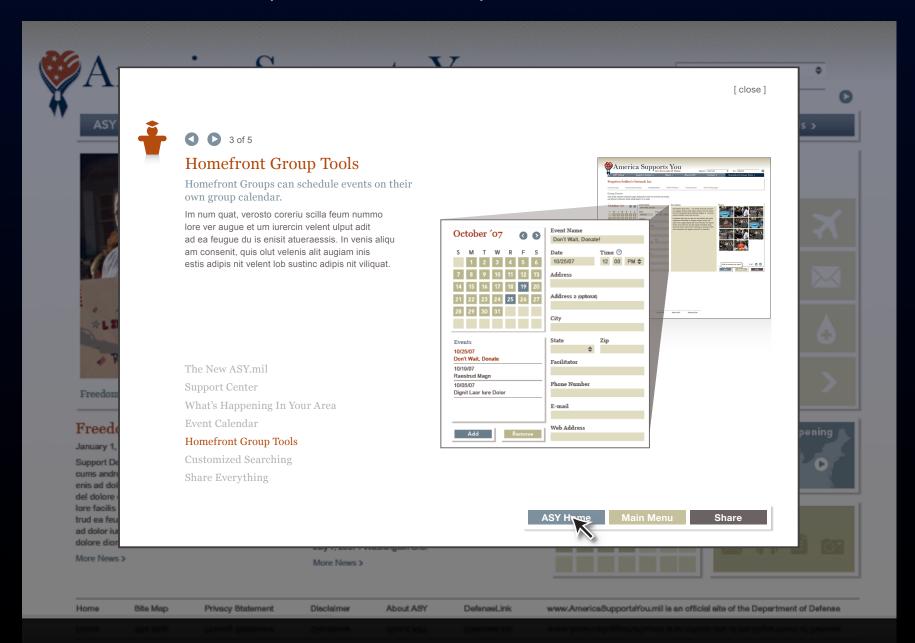
About ASY also offers a step-by-step tutorial of how to utilize all of the site's new features & functions.



Users can select from various chapters and learn how to use specific features of the site.



Users can select from various chapters and learn how to use specific features of the site.



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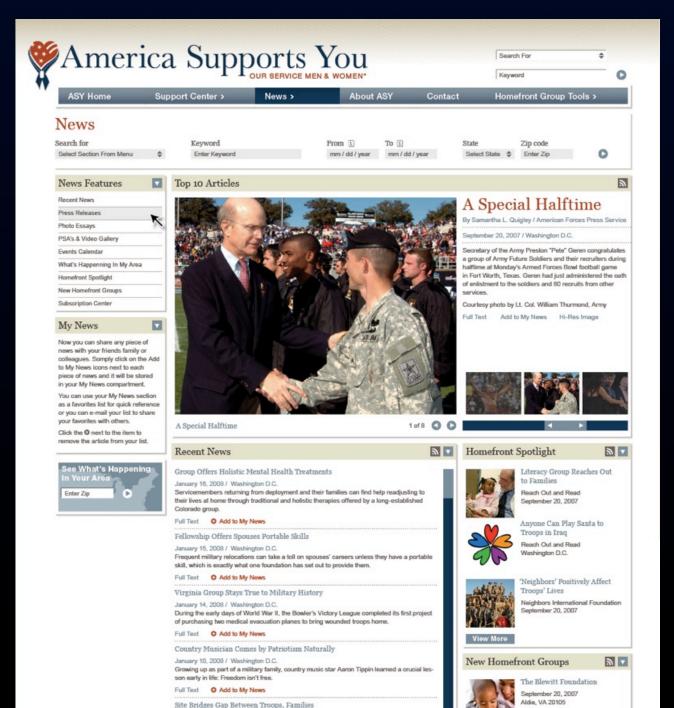
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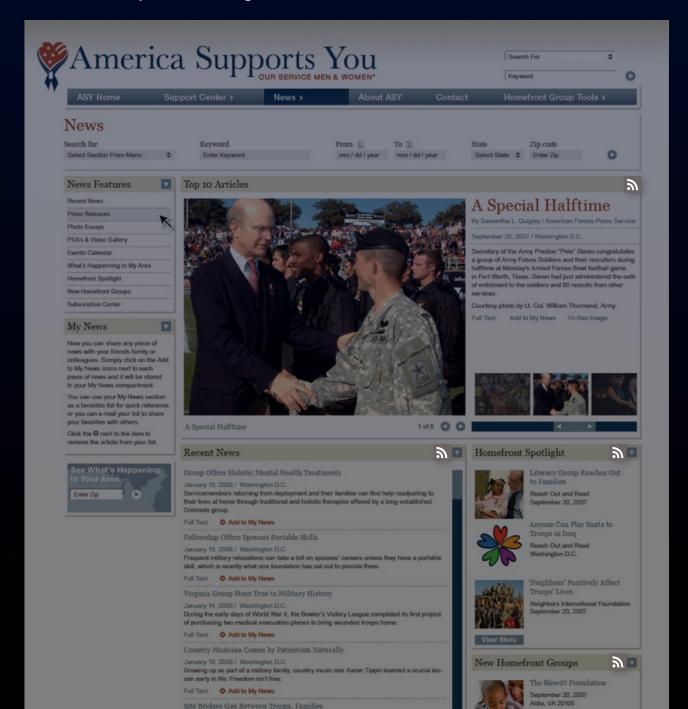
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The News section is dedicated to celebrating all of the great things happening in the ASY community.



RSS icons are sprinkled throughout the site and indicate which information feeds users can subscribe to.



Subscription Center











4. Your Role



- Submit Your Homefront Group Profile



- Submit Your Homefront Group Profile
- Keep Your Profile Up to Date



- Submit Your Homefront Group Profile
- Keep Your Profile Up to Date
- Participate with ASY



- Submit Your Homefront Group Profile
- Keep Your Profile Up to Date
- Participate with ASY
- Ask Us for Help



- Submit Your Homefront Group Profile
- Keep Your Profile Up to Date
- Participate with ASY
- Ask Us for Help
- Spread the Word About ASY



America Supports You. Mil Launch



America Supports You. Mil Launch

The new AmericaSupportsYou.Mil site is currently under development.



America Supports You. Mil Launch

The new AmericaSupportsYou.Mil site is currently under development. We anticipate the launch to take place in Spring of '08.



5.Q&A